

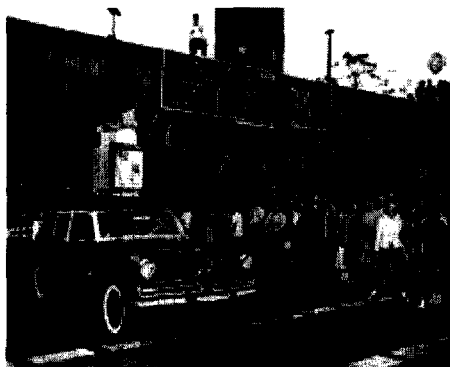


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SWANK

Innovation, loyalty and perseverance have been hallmarks of the Swank tradition for over 100 years. We are one of the largest manufacturers and distributors of men's accessories in the world. Our men's jewelry, as well as men's belts and small leather goods carry many designer names such as Geoffrey Beene, Alexander Julian, Claiborne, Kenneth Cole, Pierre Cardin, Guess. We also produce several private label collections for stores such as Saks Inc, Federated Stores, the May Company. Of course, we also produce the Swank line of men's products.



The Life Magazine Parade

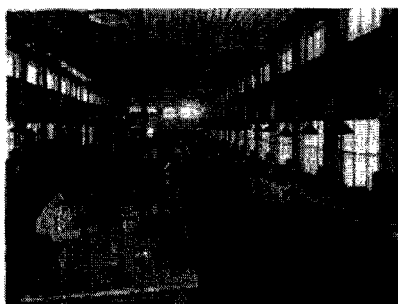


The Factory

Attleboro building, which is still part of the company's manufacturing plant today.

It all started in 1897 in an Attleboro, Massachusetts factory when a group of people were given the opportunity to manufacture women's jewelry in another company's factory after it closed each night. When the factory burned down in 1898, the dedicated workers salvaged some machinery, went back to work, and began shipping orders a few days later. By 1902 business was flourishing and Swank was able to purchase another

A few years later Swank began to produce men's jewelry. The success of this new business eventually led Swank to leave the women's jewelry business, and fully dedicate itself to the manufacture of collar buttons, collar pins and holders, tie clips, dress sets and other men's jewelry items. This new venture certainly paid-off and marked the beginning of Swank's domination of the men's jewelry industry. In 1918 the Company designed and developed its first major product, the "Kum-A-Part" cuff button. The enormous success of this item sparked the progress and growth that was soon to follow. During World War I the Company was called upon to manufacture many of the metal emblems used by the United States military, including the identification tag worn by all soldiers which we all now know to be the "Dog Tag".



The Enamel Department



The Foot Press Department

During World War II the company was once again called upon to help the war effort. Swank devoted most of its production to small parts for military machinery, as well as the Bronze Stars and Purple Hearts awarded to American servicemen for their heroism in action. Swank flourished in the years that followed and expanded its product offering to include men's fragrances in 1965. While the fragrance division was a

great success and led to innovations in the industry with the introductions of Jade East and Royal Copenhagen, it was decided that the company should return to its roots and concentrate on accessories. Swank reintroduced a women's jewelry line in 1974, and began production in the same factory where they first produced women's jewelry 72 years earlier.

Today Swank products can be found in every fine department, specialty and mass market store in the United States, and in many countries throughout the world. While each of our collections is unique, they all reflect the same dedication to the high standards of quality, workmanship and design that have made us successful for over a century.